

region, market

customer

category, product, di...

2018

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

Show NP%

Performance Matrix

Customer Performance

segment	NS	GM	GM %	Net Profit	Net Profit %
Networking	₹ 38.43M	14.78M	38.45%	5.27M₹	-13.72%
Desktop	₹ 711.08M	272.39M	38.31%	97.79M₹	-13.75%
Storage	₹ 54.59M	20.93M	38.33%	7.51M₹	-13.76%
Peripherals	₹ 897.54M	341.22M	38.02%	125.91M₹	-14.03%
Accessories	₹ 454.10M	172.61M	38.01%	63.78M₹	-14.05%
Notebook	₹ 1,580.43M	600.96M	38.03%	222.16M₹	-14.06%
Total	₹ 3,736.17M	1,422.88M	38.08%	522.42M₹	-13.98%

Region performance

region	NS	GM	GM %	Net Profit	Net Profit %
LATAM	₹ 14.82M	5.19M	35.02%	0.44M₹	-2.95%
EU	₹ 775.48M	267.80M	34.53%	95.52M₹	-12.32%
NA	₹ 1,022.09M	459.68M	44.97%	145.31M₹	-14.22%
APAC	₹ 1,923.77M	690.21M	35.88%	281.16M₹	-14.62%
Total	₹ 3,736.17M	1,422.88M	38.08%	522.42M₹	-13.98%

Unit Economics

Description

Total COGS

Gross Margin

Gross Margin 38.08%

Total COGS 61.92%

Performance Matrix

division

N & S

P & A

PC

Segment	Division	NS (₹bn)	GM %
Networking	N & S	0.0	38.4
Storage	N & S	0.0	38.3
Desktop	PC	0.7	38.3
Accessories	P & A	0.5	38.0
Peripherals	P & A	1.0	38.0
Notebook	PC	1.5	38.0

Unit Economics

Increase

Decrease

Category	Value
Gross Margin	1.4K
Operati... Expenses	-1.9K
Net Profit	-0.5K